

Out In Jersey

2020-2021 MEDIA KIT for Business Partners Marketing



Out In Jersey magazine reaches over 16,000 readers and is available at 230+ locations.



OutInJersey.net reaches 7,600+ unique weekly visitors.



Out In Jersey sends email blasts, and posts stories on social networks that reach over 9,000+ subscribers, fans, and followers.

OutInJersey.net, our social networks, and our glossy magazine are the ideal ways to reach the New Jersey LGBT community. Out In Jersey provides a one-stop service that reaches the entire state. To reach the best niche demographics to market your product or service, contact Out In Jersey today.

Out In Jersey ALL INCLUSIVE Full-Year marketing packages start at \$520

The LGBTQ media company Out In Jersey offers a marketing package for small business owners that includes website banner ads, e-mail blasts, social networking on Facebook, Twitter, and Instagram, plus print advertising. It is all a part of a premium full-year **ALL INCLUSIVE** package.

The Website part of this package includes a business listing online, with link, in the "Business Partners" section (value \$175), and a side banner ad with a link to your website/Facebook page (value \$780). The e-blast is a dedicated email with your marketing materials 4 times per year with a weblink (value \$240). Plus, your banner ad will be part of our e-blast update to online subscribers 12 times per year (value \$300).

In the print magazine, the package includes a listing in our "Business Partners" section (value \$175) and a 1/12 page ad in each issue (value \$924).

The **ALL INCLUSIVE** package comes with all of the above items valued at \$2,594 - if purchased separately. But for just \$520, you get the full package of Out In Jersey LGBTQ Marketing.

ALL INCLUSIVE upgrades are available:

Six 1/8 page ads are just \$740/year (value \$2,742), six 1/4 page ads are \$1,430/year (value \$3,848), six 1/2 page ads are \$2,640/year (value \$5,630), and six full-page ads are \$4,600/year (value \$8,336).

The **ALL INCLUSIVE** packages provide incredible value for our business partners at *Out in Jersey* magazine.

Out In Jersey WEBSITE banner ad rates

Out In Jersey offers banner ads with URL links.

Top banner 728x90 pixel is \$65/month

Side banner 300x250 pixel is \$65/month

Smaller Side banner 300x90 pixel is \$30/month

Business Partner **text listing** in your category with a weblink \$175/year.

A month is any 30 day period. It takes 2-3 days to set-up a web listing or web banner ads.

\$15 one-time fee for **new** banner and web advertisers.

Out In Jersey MAGAZINE ad rates

Out In Jersey magazine offers many marketing size options in the glossy print magazine. The rates quoted are for each ad insertion in *Out In Jersey* magazine.

	Single issue	2-5 issues - save 5% each issue	6 issues - save 20% each issue
Full Page	\$1,111	\$1,055.45	\$888.00
3/4 page	935	888.25	748.00
1/2 page	660	627.00	528.00
3/8 page	550	522.50	440.00
1/4 page	363	344.85	290.40
1/8 page	187	177.65	149.60
1/12 page	154	146.30	123.35

Premium placements are available on full page ads. Please check in advance for back cover and page 2-3 availability. Back cover \$1,999. Inside front cover (pages 2-3) \$1,555.

Ad agency insertions net rates are honored with signed insertion orders done by deadline in advance. All rates may be payable in advance. Rates are guaranteed through December 31, 2020.

OUT IN JERSEY INC., 737 Hamilton Ave., Trenton, NJ 08629, Online: OutInJersey.net, Phone: 609-213-9310, Email: advertising@OutInJersey.net

Out In Jersey print & web SPECIFICATIONS



PRINT Specification in inches	Width x Height
Full page (*see spec notes)	8.75 x 11.25
3/4 page	7.5 x 7.25
1/2 page	7.5 x 5
1/2 page vertical	5 x 7.5
3/8 page	5 x 5
3/8 page vertical	3.7 x 7.5
1/4 page	3.7 x 4.85
1/4 page vertical	4.85 x 3.7
1/8 page	3.7 x 2.45
1/8 page vertical	2.45 x 3.7
1/12 page	2.35 x 2.35
WEB Specification in pixels	
Standard banner	728 x 90
Side banner	300 x 250
Small side banner	300 x 90

Specification Notes:

Print magazine formats accepted are: 300 dpi JPG or PDF files only. Ads should be set up to exact size specifications. PDFs must include all fonts and graphics.

Web banner ads must be 72 dpi jpg files.

We reserve the right to resize your ad if it is necessary. After the ad is designed, send it to: advertising@outinjersey.net.

★ Full page ads should be set up larger than the page at 8.75" x 11.25 inches. The 1/2 inch on all outer sides is the background or graphics "bleed" off the page. Please do not place any important text or graphic images near the edge on a full page as this is the printer cut, or bleed, area.

All print magazine advertisers receive a copy of the issue in which their ads appear. *Out in Jersey* does not issue refunds for errors that are the fault of the advertiser. However, all "make good" by *Out in Jersey, Inc.*, on print ads that are the fault of *Out In Jersey, Inc.*, will consist of a new and correct ad in an upcoming issue. Web banner errors should be reported within 24 hours by the advertiser and will be corrected within 48 hours by *Out In Jersey* regardless of fault. The ad will be extended by 48 hours online, if requested.

Out In Jersey MAGAZINE Editorial Schedule and Deadline Dates for 2020-2021

<p>WINTER ISSUE - February/March 2020 Available on 1/30/20. Payment and insertion deadline is 1/06/20. Electronic file art copy due on 1/10/20.</p>	<p>FALL ELECTION ISSUE - October/November 2020 Available on 9/24/20. Payment and insertion deadline is 9/02/20. Electronic file art copy due on 9/06/20.</p>
<p>SPRING ISSUE - April/May 2020 Available on 3/26/20. Payment and insertion deadline is 3/02/20. Electronic file art copy due on 3/06/20.</p>	<p>HOLIDAY ISSUE - December 2020/January 2021 Available on 11/25/20. Payment and insertion deadline is 10/30/20. Electronic file art copy due on 11/04/20.</p>
<p>ANNUAL PRIDE ISSUE - June/July 2020 Available on 5/28/20. Payment and insertion deadline is 5/04/20. Electronic file art copy due on 5/08/20.</p>	<p>WINTER ISSUE 2021 - February/March 2021 Available on 1/28/21. Payment and insertion deadline is 1/04/21. Electronic file art copy due on 1/08/21.</p>
<p>NJ SUMMER ISSUE - August/September 2020 Available on 7/30/20. Payment and insertion deadline is 7/06/20. Electronic file art copy due on 7/10/20.</p>	<p>NOTE: Deadline dates may change. To be sure of payment/insertion dates subscribe to our email auto updates. You may subscribe for email on our About Us page at: OutInJersey.net and choose ad deadlines.</p>

DID YOU KNOW?

Out In Jersey reader demographics are some of the best in the market.
Here are some demographics and reader insights that you may find of interest

- Household earnings over \$100,000/year - 44%
- Household earnings between \$50-100,000/year - 28%
- Households that own their own home - 64%
- Bachelors or higher college degree - 68%
- Married to their household partner - 58%
- Self-identify as gay men - 70%
- Self-identify as lesbians - 18%
- Live in New Jersey - 68%
- Live in New York - 12%
- Live in Pennsylvania - 9%
- Between the ages of 21-34 - 11%
- Between the ages of 35-54 - 37%
- Households currently raising children - 7%
- Households planning on raising children - 10%
- Households that drink wine weekly - 74%
- Households that drink spirits/cocktails weekly - 43%
- Households that purchased HDTV this year - 33%
- Households that purchased furniture this year - 24%
- Households that purchased a major appliance this year - 21%
- Households that purchased a new smartphone this year - 50%
- Households that "prefer" to purchase from LGBT-friendly companies - 65%



And how do Out In Jersey readers learn about LGBT-friendly companies?

LGBTQ media (online and print) - 65%

Print articles in all media - 53%

LGBTQ "mainstream" media ads that include LGBT people - 53%

Company sponsorship of LGBT organizations/events - 49%

84% of Out In Jersey readers responded in the survey, "I tend to support companies that market to and support the LGBT community."

* Results are from the CMI LGBT Survey 2018 of Out In Jersey online/print magazine readers. For the full survey results contact us for the pdf copy.

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